BTEC International Level 3 – **Travel and Tourism** - Content Mapping

2010 QCF Unit		International BTEC Level 3 unit to which 2010 unit relates	Areas of content in the 2010 unit not covered in the International unit
No.	**Title**		
1	**Investigate the Travel and Tourism sector**	**Partially covered in:** **Unit 1 The Travel and Tourism Industry** A1 Types of Tourism A2 Types of Travel B2 Employment is Travel and Tourism B3 Visitor Numbers C1 Ownership and Aims C2 The Key Sectors of the Travel and Tourism Industry C3 Interrelationships and interdependencies in the Travel and Tourism Industry D1 Factors affecting organisations in the Travel and Tourism industry D2 Responses of Travel and Tourism organisations to external factors	**Not covered:** LO3 Know the developments that have shaped the travel and tourism sector - Key developments from the 1960s to the present day

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2	**The Business of Travel and Tourism**	**Partially covered in:** **Unit 1 The Travel and Tourism Industry** A1 Types of Tourism A3 Types of travel and tourism customer and their needs. B1 Tourism and the economy of global destinations C1 Ownership and aims C2 The Key Sectors of the Travel and Tourism Industry C3 Interrelationships and interdependencies in the Travel and Tourism industry **Unit 5 Travel and Tourism Enterprises** B2 Financial feasibility of the new enterprise B4 Documents to record the start-up plan for the new enterprise	**Not covered:** LO2 Know the characteristics of different types of travel and tourism organisations - Characteristics - financial
3	**The UK as a Destination**	**Partially covered in:** **Unit 16 My country as a Destination** A1 Types of destination A3 Visitor types and motivations A4 The potential impact of the media on tourist travel B1 Gateway, hubs and transport infrastructure into and throughout the country B2 Accommodation B3 Ancillary services C2 Customised packages D1 Positive economic impacts D2 Negative economic impacts	**Note:** *UK references need to change to personal country of the learner.*

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4	**Customer Service in Travel and Tourism**	**Fully covered in:** **Unit 4 Customer Service in Travel and Tourism** A1 Customer Service in Travel and Tourism A2 Customer communication, expectations and satisfaction A3 Impact of customer service on the organisation B1 Customer service skills and behaviours B2 Dealing effectively with customer service requests and complaints	
5	**Marketing Travel and Tourism Products and Services**	**Fully covered in:** **Unit 3 Marketing Travel and Tourism to Domestic and International Customers** A1 The Marketing Mix (the 4Ps and how they work together) used by travel and tourism businesses A2 Factors influencing marketing in travel and tourism B1 Potential impact on customers B2 Potential impact on the business C1 Prepare for a market research activity C2 Collect market research data C3 Analyse and present market research data C4 Present a viable business case for a promotional campaign D1 Assessing promotional campaign in meeting aims and objectives of the business D2 Delivering a promotional campaign D3 Evaluation of promotional campaign	

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6	**Preparing for employment in travel and tourism**	**Partially covered in:** **Unit 12 Investigate overseas working** A1 Different types of tour operator and agents and types of job roles relevant to working overseas A2 General job roles and responsibilities relevant to working overseas A3 Health, safety and security A4 Roles and responsibilities relevant to specific jobs when working overseas **Unit 15 Recruitment and Selection in Travel and Tourism** A1 Recruitment of staff A2 Recruitment and selection process A3 Ethical and legal considerations in the recruitment process B1 Job Applications B2 Taking part in interviews and using interview documents	**Not covered:** LO4 Understand the factors that contribute to an effective workplace
7	**European Destinations**	**Partially covered in:** **Unit 2 Worldwide Travel and Tourism Destinations** A1 Geographical awareness and features of destinations A2 Appeal and type of tourism B1 International gateways and transport hubs and their facilities C1 Types of customer and their needs D2 Factors affecting popularity	**Not covered:** LO1 Be able to locate gateways and leisure destinations within the European travel market - European Travel Market LO2 Know types of holidays available in Europe to meet differing visitor motivations - Visitor motivation (from the UK) **Note:** *European and Long-haul destinations have been combined in the International BTEC unit. Specific UK references have been removed.*

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8	**Long-haul travel destinations**	**Partially covered in:** **Unit 2 Worldwide Travel and Tourism destinations** A1 Geographical awareness and features of destinations A2 Appeals and types of tourism. C1 Types of customer and their needs C2 Content and suitability of travel itineraries C3 Travel planning and suitability of transport options C4 Cost factors D2 Factors affecting popularity	**Not covered:** LO1 Be able to locate major long-haul destinations of the world - Definition of long haul - Destination range LO2 Know the types of holidays offered within long-haul destinations that meet different visitor motivations - Visitor motivation (from the UK) LO3 Understand how factors can affect travel to long-haul destinations **Note:** *European and long-haul destinations have been combined in the International BTEC unit. Specific UK references have been removed.*
9	**Retail Travel Operations**	**Fully covered in:** **Unit 1 The Travel and Tourism Industry** C2 The key sectors of the travel and tourism industry C3 Interrelationships and interdependencies in the travel and tourism industry C4 Technology in travel and tourism **Unit 4 Customer Service in travel and tourism** B1 Customer service skills and behaviours B2 Dealing effectively with customer service requests and complaints	

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10	**Business Travel Operations**	**Fully covered in:** **Unit 1 The Travel and Tourism Industry** C2 The key sectors of the travel and tourism industry C4 Technology in Travel and Tourism **Unit 2 Worldwide Travel and Tourism Destinations** D2 Factors affecting popularity **Unit 4 Customer Service in travel and tourism** B1 Customer service skills and behaviours B2 Dealing effectively with customer service requests and complaints **Unit 11 Events, Conferences and Exhibitions for the travel and tourism industry** A1 Events, conferences and exhibitions A2 Factors affecting the success of an event, conference and exhibition	
11	**Investigating the Cruise Industry**	**Partially covered in:** **Unit 14 The Cruise Industry** A1 Development and growth of the cruise industry A2 Key factors of the 21st Century cruise industry A3 Employment opportunities in the cruise industry B1 Cruise itineraries B2 Products and on-board facilities B3 The customer's cruise experience C1 Ship-related potential impacts C2 Products and on-board facilities C3 The customer's cruise experience	**Not covered:** LO2 Understand the cruise industry - Ships LO3 Be able to select cruises that appeal to cruise customers and meet specific needs - Appeal in relation to the ship

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12	**Responsible Tourism**	**Partially covered in:** **Unit 7 Sustainable Tourism** A3 Key organisations involved in developing tourism B1 Different types of destinations B2 Potential impacts of tourism on the local environment B3 Potential impacts of tourism on the local economy B4 Potential impacts of tourism on the society and culture of the local community C1 Methods and examples of good practice in sustainable tourism	**Not covered:** LO4 Be able to plan holidays incorporating principles of responsible tourism
13	**Tour Operations**	**Partially covered in:** **Unit 1 The Travel and Tourism Industry** A1 Types of Tourism A3 Types of travel and tourism customer and their needs C2 The key sectors of the travel and tourism industry C3 Interrelationships and interdependencies in the travel and tourism industry C4 Technology in Travel and Tourism D1 Factors affecting organisations in the travel and tourism industry	**Not covered:** LO1 Understand the tour operations environment - Links with trade and regulatory bodies - Legal framework LO3 Know how tour operators plan, sell, administer and operate a package holiday programme LO4 Be able to plan and cost a package holiday

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14	**Specialist Tourism**	**Partially covered in:** **Unit 6 Specialist Tourism** A1 Definitions of specialist tourism A2 Independent tour operators A3 Mass-market tour operators that have entered the specialist tourism market A4 The impact of online travel agencies and online booking on specialist tourism activities B1 Customer demographic taking specialist tourism holidays B2 Global growth of specialist tourism (during the 21st Century) B3 Types of holidays and destinations in specialist tourism	**Not covered:** LO4 Be able to select specialist tourism holidays to meet specific customer profiles
15	**Working as a Holiday Representative**	**Partially covered in:** **Unit 12 Investigating Overseas Working** A1 Different types of tour operators and agents and types of job roles relevant to working overseas A2 General job roles and responsibilities relevant to working overseas A3 Health, safety and security A4 Roles and responsibilities relevant to specific jobs when working overseas A5 The importance of customer service and sales to the customer experience and organisational success B1 Customer service skills B2 Effective sales skills B3 Documentation	**Not covered:** LO4 Be able to apply social, customer service and selling skills when dealing with transfers, welcome meetings and other situations - Arrival transfers - Welcome meetings
16	**Passenger Transport for Travel and Tourism**	**None** **Note:** *Unit 10 Global and Domestic Passenger Transport - specification contains different learning requirements to the QCF unit.*	

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17	**Events, Conferences and Exhibitions**	**Fully covered in:** **Unit 11 Events, Conferences and Exhibitions for the Travel and Tourism Industry** A1 Events, Conferences and Exhibitions A3 Changing trends in events, conferences and exhibitions A4 The potential impact of events, conferences and exhibitions on the host area B1 Preparing for a local, national or international event, conference or exhibition. B4 Subcontracting C1 Proposal for an event, conference or exhibition C2 Event planning and delegate management tools C3 Meeting client requirements C4 Efficient financial costings C5 Obtaining feedback C6 Reviewing the proposal, including financial costings	**Note:** *UK specific elements have been removed.*
18	**Tourism in Rural Areas**	**Partially covered in:** **Unit 7 Sustainable Tourism** B2 Potential impacts of tourism on the local environment B3 Potential impacts of tourism on the local economy B4 Potential impacts of tourism on the society and culture of the local community **Unit 9 Visitor Attractions** A1 Types of Visitor Attractions B1 Different types of visitor and the diverse expectations of visitors	**Not covered:** LO2 Understand changes in demand for facilities and services in UK rural areas LO3 Understand roles and responsibilities of organisations responsible for the management of UK rural areas **Note:** *UK specific elements have been removed.*

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19	**UK Visitor Attractions**	**Partially covered in:** **Unit 9 Visitor Attractions** A1 Types of Visitor Attraction A2 Scale, scope and appeal of visitor attractions B1 Different types of visitors and their diverse expectations B2 Products and services provided, including primary and secondary spend opportunities B3 Ways to meet and exceed visitor expectations B4 Use of technology and its importance for visitor attractions C1 Strategies for responding to competition C2 Success and appeal, using data analysis to measure visitor trends and visitor numbers	**Not covered:** LO4 Understand the importance of visitor attractions to the popularity and appeal of (UK) tourist destinations - Importance
20	**Hospitality Operations in Travel and Tourism**	**Partially covered in:** **Unit 17 The Accommodation Sector in the Travel and Tourism Industry** A1 Types of Accommodation B1 Consumer trends B2 Response to trends C3 Guest relations practices	**Not covered:** LO2 Be able to plan hospitality provision in a travel and tourism context LO3 Understand factors affecting hospitality operations in travel and tourism organisations - Internal factors **Note:** *Unit 17 Accommodation Sector in the Travel and Tourism Industry, does not cover catering outside the accommodation sector.*
21	**Entertainment for Holidaymakers**	**None**	

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22	**Work Experience in the Travel and Tourism Sector**	**Fully covered in:** **Unit 13 Work Experience in Travel and Tourism** A1 Work-related learning (a minimum of 40 hours in total is required) A3 Planning for Work Experience B1 Induction B2 Role and tasks B3 Working safely C1 Learning from Work Experience C2 Using feedback and setting goals Implied throughout as required	
23	**Residential Study Visit in Travel and Tourism**	**None**	
24	**Airfares and Ticketing 1**	**None**	
25	**Working as a Children's Representative in Travel and Tourism**	**None**	

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26	**Researching Current Issues in Travel and Tourism**	**Fully covered in:** **Unit 18 Researching Current Travel Trends and Key Issues in Travel and Tourism** A2 Types of Current Key Issues in Travel and Tourism A3 Potential effects of current travel trends and current key issues on the travel and tourism industry B1 Research Methods B2 Availability and Validity of research information on one current travel trend and one current key issue C1 Developing a research proposal that includes a plan C2 Carrying out independent research and following the research proposal D1 Presenting research findings in an appropriate format D2 Referencing work and presenting a bibliography	
27	**Organising a Travel and Tourism Study Visit**	**None**	
28	**Principles of Supervising Customer Service Performance in Hospitality, Leisure, Travel and Tourism**	**Partially covered in:** **Unit 4 Customer Service in Travel and Tourism** A1 Customer service in travel and tourism A2 Customer communication, expectations and satisfaction A3 Impact of Customer Service on the organisation C1 Evaluate individual performance C2 Adding Value D1 How organisations research, monitor and analyse customer service D4 Creating a customer-focused organisation and implementing service standards to achieve organisational objectives	**Not covered:** LO1 Understand how to develop a customer service culture within their business - Role of the supervisor LO2 Understand how to build teams and motivate colleagues through techniques such as on-site coaching LO3 Understand how to effectively monitor and communicate levels of customer service performance - Recording and communication performance

BTEC International Level 3 units not mappable to QCF qualification

International Unit Number	International Unit Name
8	**The Airport Experience**
10	**Global and Domestic Passenger Transport**